



NORTHEAST ASIA ECONOMIC FORUM

29th ANNUAL DIGITAL CONFERENCE

Regional Tourism Cooperation

Tourism's New Normal?: The Impact of the Global Pandemic on Regional Cooperation in Northeast Asia and the Pacific

DIGITAL CONFERENCE AGENDA

Organized by

The Northeast Asia Economic Forum
The International Forum of Northeast Asian Tourism, Japan

In cooperation with

API China
API Korea

Nankai University, China

College of Social Sciences, University of Hawai'i at Mānoa
Shidler College of Business, University of Hawai'i at Mānoa
Upspring

AGENDA

Tourism's New Normal?: The Impact of the Global Pandemic on Regional Cooperation in Northeast Asia and the Pacific

Thursday – September 3, 2020

2:00 p.m. HST

(Please note that all presentation start times are approximate)

14:00 HST

INTRODUCTION AND WELCOME

LEE-JAY CHO, Chairman, Northeast Asia Economic Forum

JOHN WAIHE'E, Former Governor of Hawaii

TAKASHI KOJIMA, Chairman, International Forum of Northeast Asian Tourism, Japan

STEPHEN COWPER, Former Governor of Alaska

14:10

TECH HOUSEKEEPING

Session Tech Moderator

14:15

SESSION CHAIRS OPENING REMARKS

TAKASHI KOJIMA, Chairman, International Forum of Northeast Asian Tourism, Japan

LEE-JAY CHO, Chairman, Northeast Asia Economic Forum

14:20 – 15:20

SESSION PRESENTATIONS

14:20 (15 min)

Japan's COVID-19 Situation and Response for Regional Tourism Cooperation



MASARU SUZUKI, Tourism Expert of the UN World Tourism Organization; Advisor to the Japanese Society of Tourism and Hospitality Educators; Professor Emeritus, Osaka University of Tourism

14:35 (15 min)

Findings of the Windward Tourism Project: 2019 Tourist and Resident Sentiment

DAN SPENCER, Professor, School of Travel Industry Management, Shidler College of Business, University of Hawai'i at Mānoa

14:50 (15 min)

Impact of COVID-19 on Hawaii's Tourism Since March 2020

JERRY AGRUSA, Professor, School of Travel Industry Management, Shidler College of Business, University of Hawai'i at Mānoa

15:05 (15 min)

A Path Forward for Tourism in Hawaii

STANLEY CHANG, Senator, State of Hawaii

[NEAEF 29th ANNUAL CONFERENCE 2020] (SEPT.04 AM)

TOURISM'S NEW NORMAL?

The Impact of the Global Pandemic on Regional Cooperation in Northeast Asia and the Pacific

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▶ Regional Cooperation-NEA& The Pacific**

Masaru SUZUKI

Prof. Emeritus, Osaka Uni. of Tourism

Tourism Expert-UNWTO

A Member of IFNAT

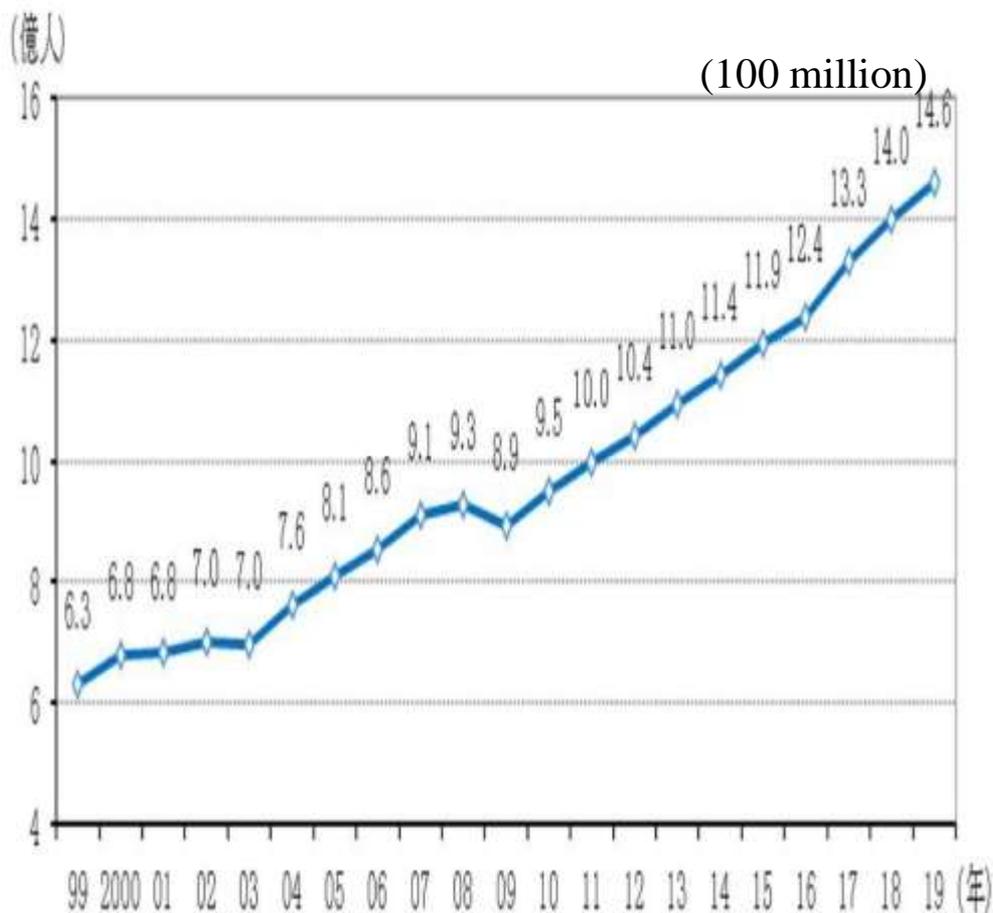
(Annual Forum of Northeast Asian Tourism)

I .Recent Tourism(World & Japan)

International Tourist Arrivals

(国際観光客数の推移&伸率)

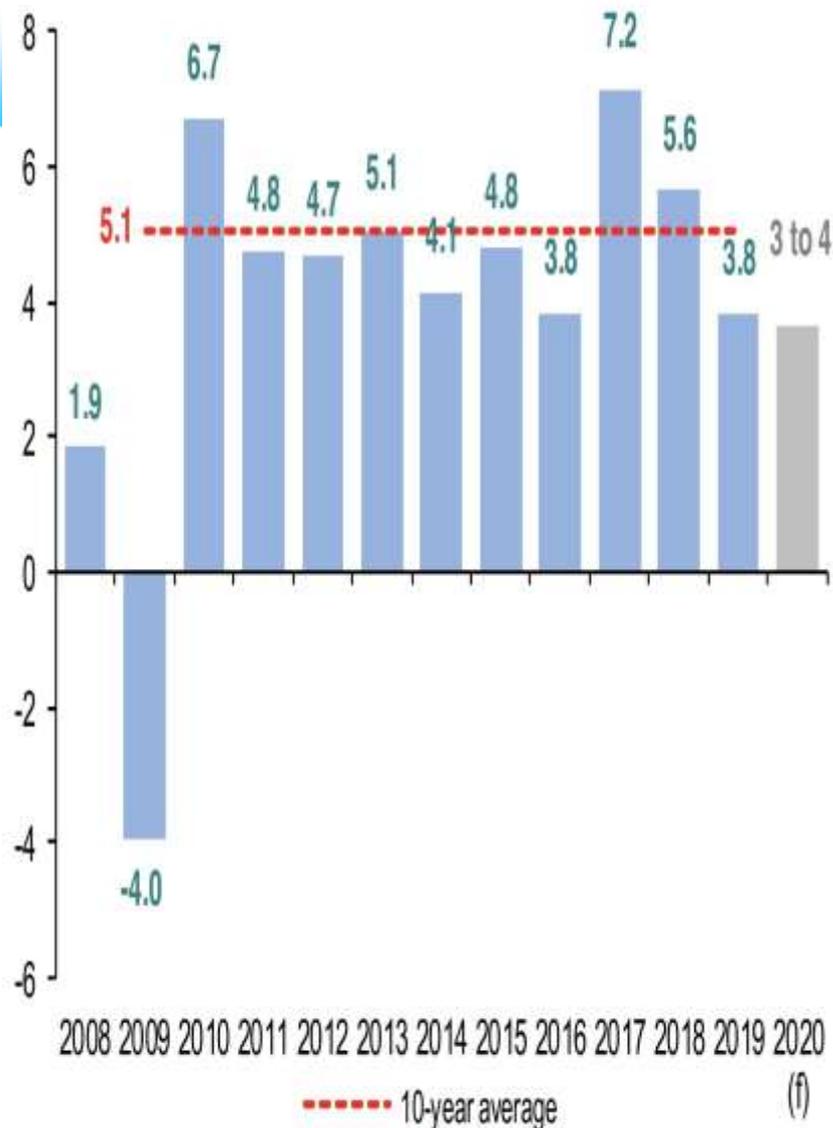
図表 I-2 国際観光客数の推移



資料：UNWTO (国連世界観光機関) 資料に基づき観光庁作成

International Tourist Arrivals, World

(% change)



Source: World Tourism Organization (UNWTO) ©

(f) Forecast

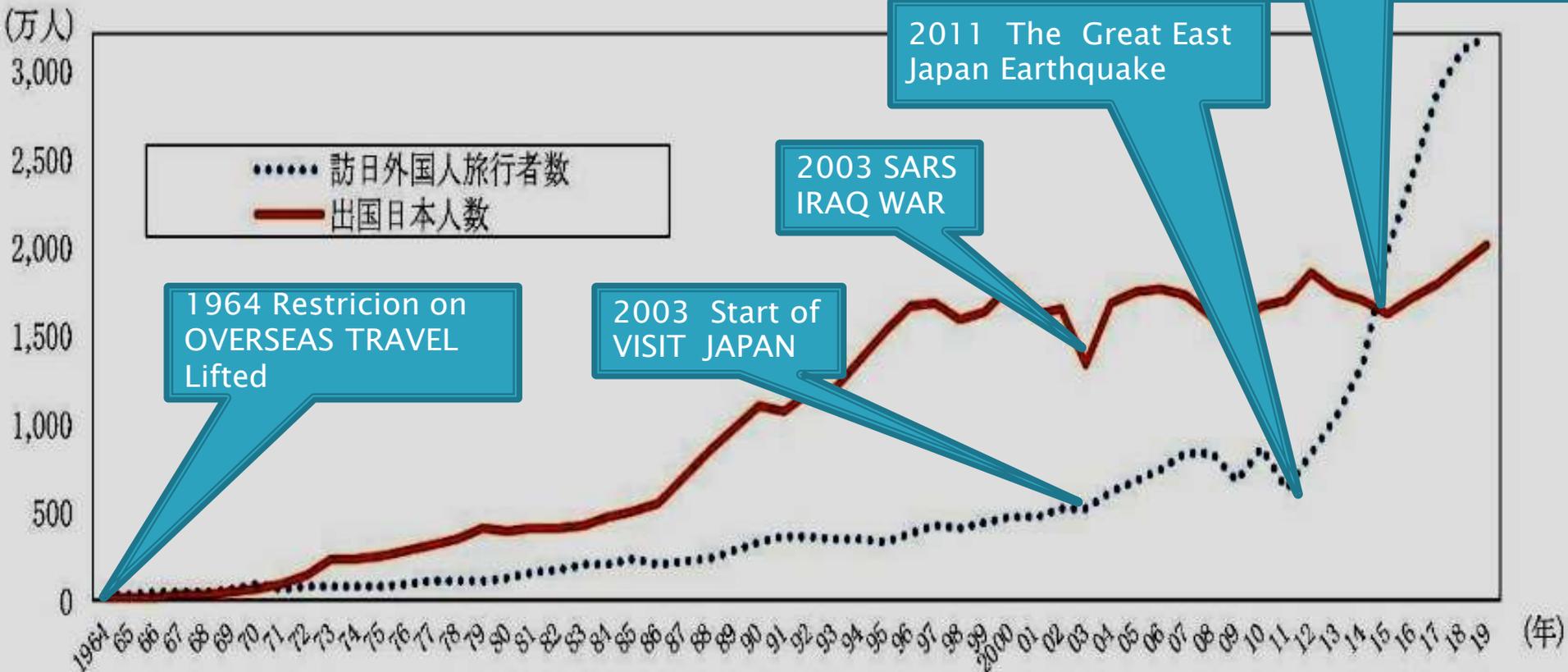
Outlook for International Tourist Arrivals

	Change				average	2020 Projection
	2016	2017	2018	2019*	a year	(issued January)
					2009-2019*	from
World	3.8%	7.2%	5.6%	3.8%	5.1%	+3% to +4%
Europe	2.5%	8.8%	5.8%	3.7%	4.6%	+3% to +4%
Asia and the Pacific	7.7%	5.7%	7.3%	4.6%	7.1%	+5% to +6%
Americas	3.7%	4.7%	2.4%	2.0%	4.6%	+2% to +3%
Africa	7.8%	8.5%	8.5%	4.2%	4.4%	+3% to +5%
Middle East	-4.7%	4.1%	3.0%	7.6%	2.7%	+4% to +6%

Source: World Tourism Organization (UNWTO) ©

* Provisional data

「訪日外国人旅行者数と出国日本人数の推移」 (観光庁「観光白書2020」) (Inbound & Outbound in Japan)



資料：日本政府観光局資料に基づき観光庁作成

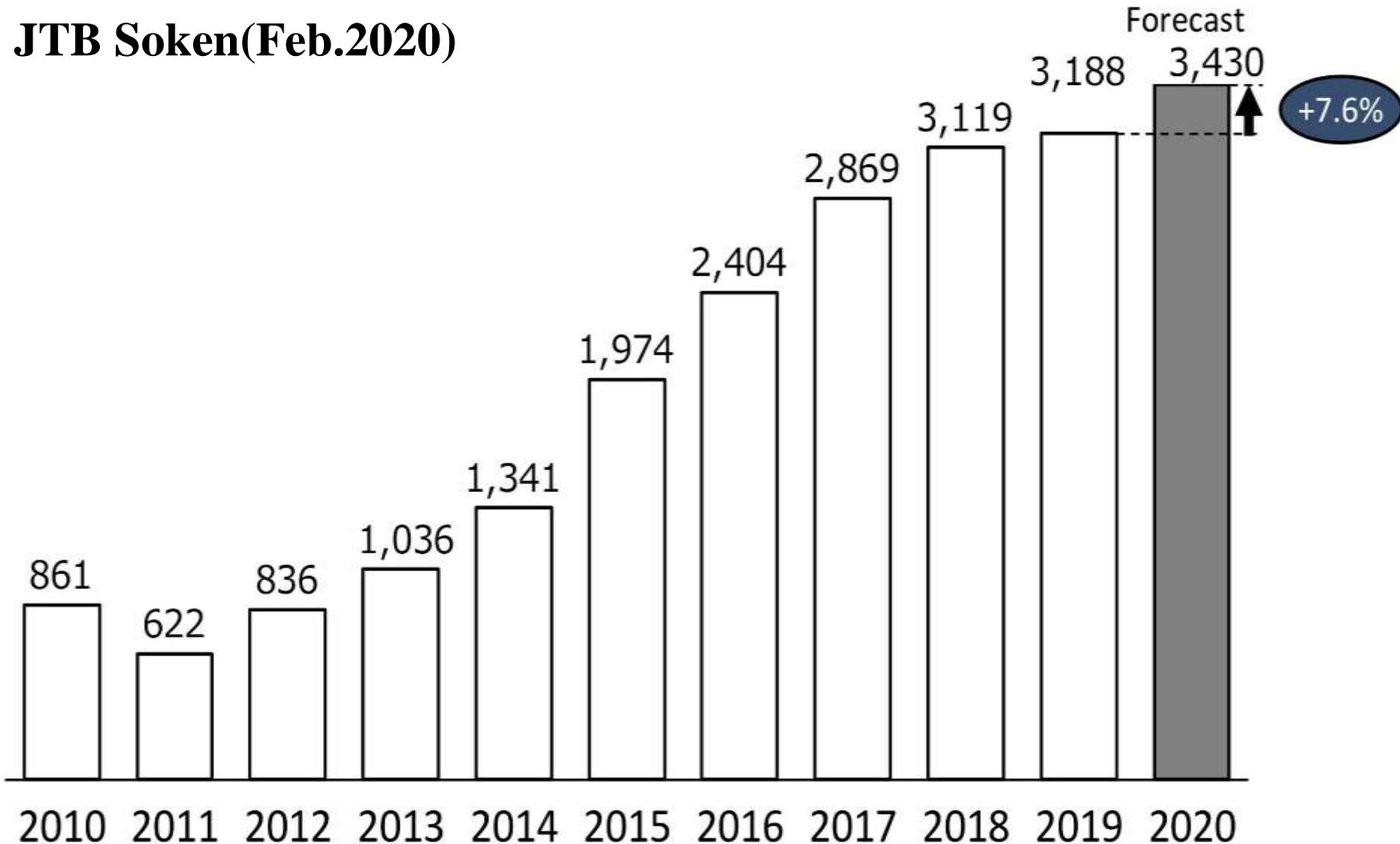


Japan. Endless Discovery.

II. Impact of COVID-19(World & Japan)

Changes in Number of Travelers to Japan in 2020 (Unit:10,000)

JTB Soken(Feb.2020)

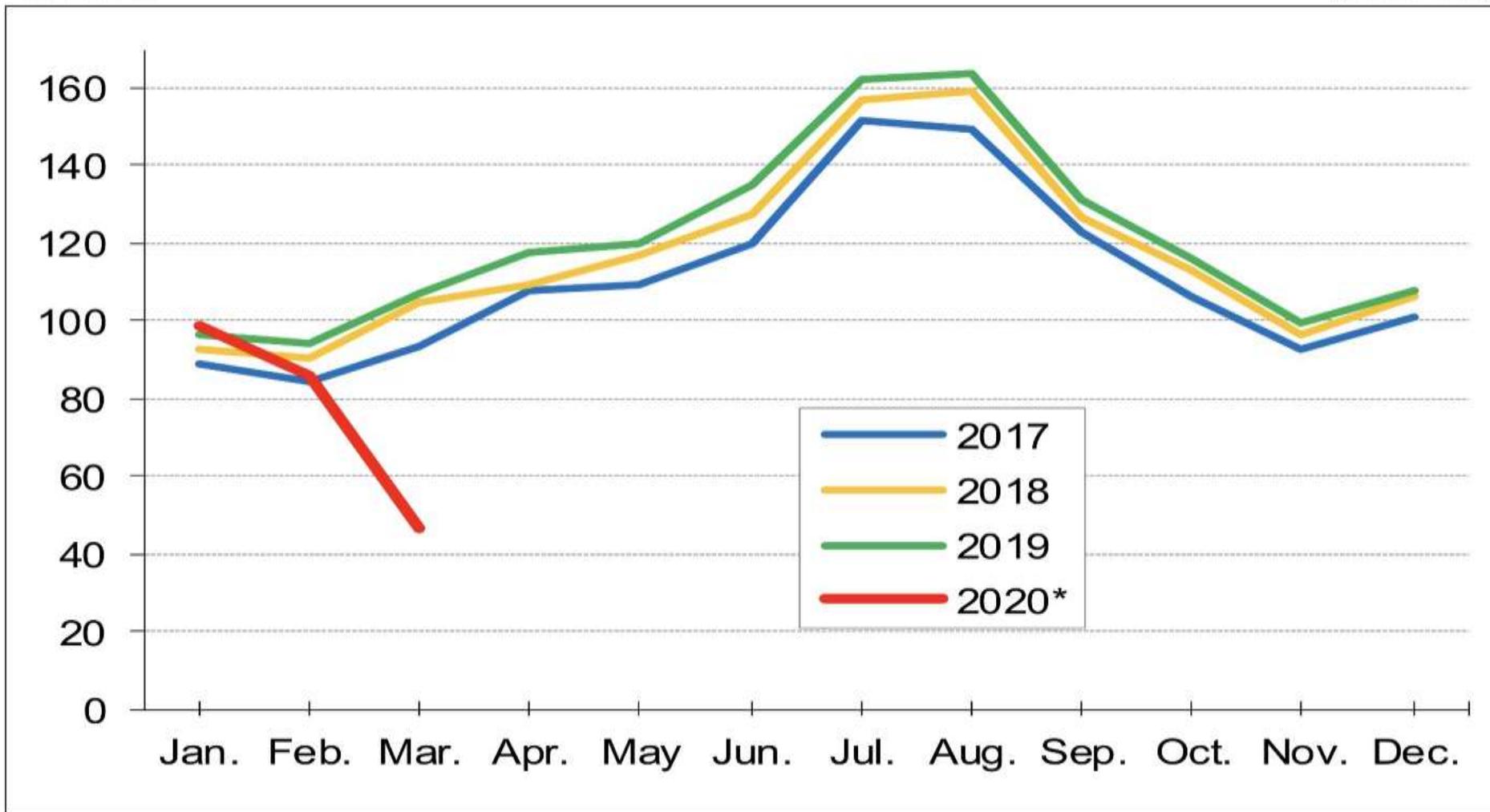


II. Impact of COVID-19(World & Japan)

International Tourist Arrivals by month

World

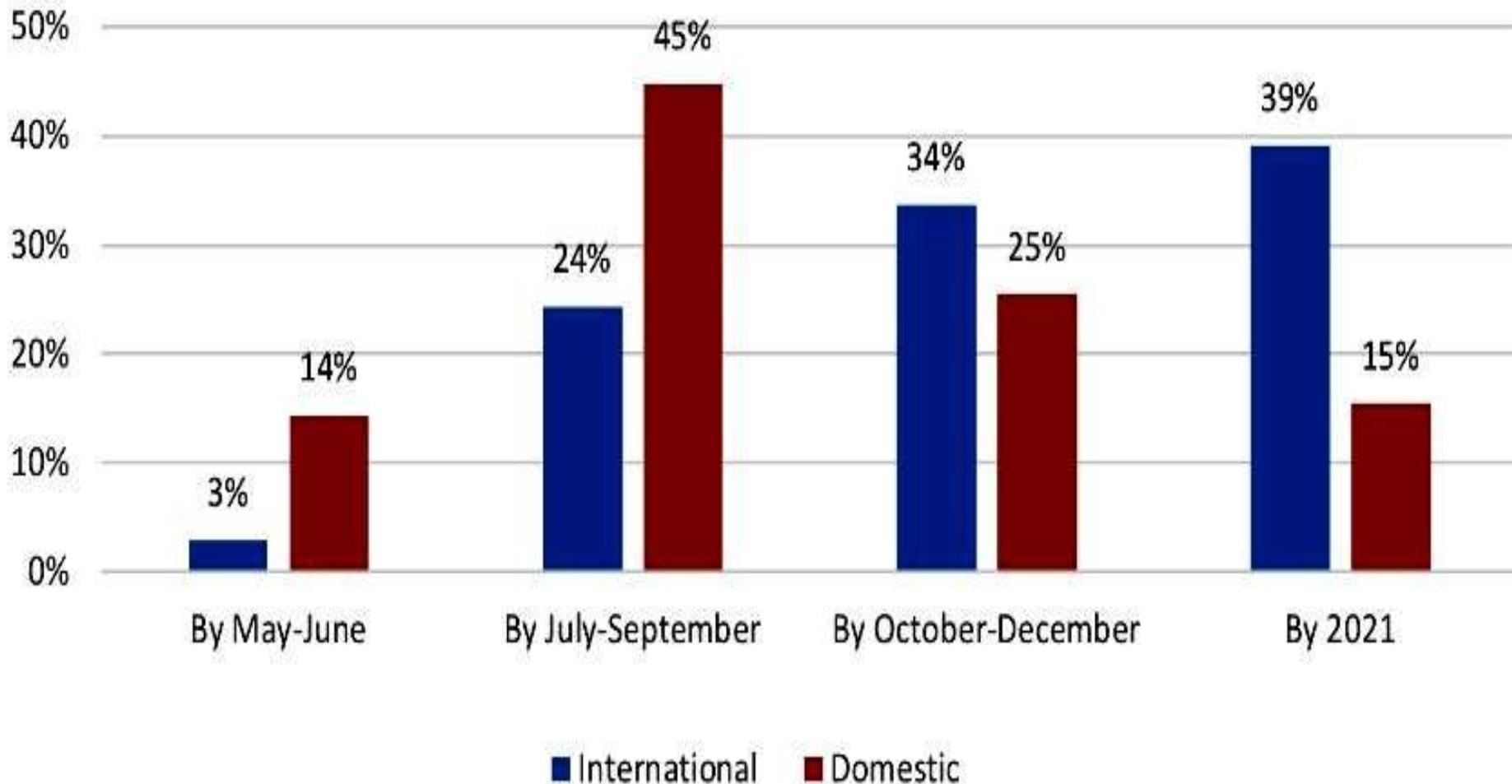
(million)



Source: World Tourism Organization (UNWTO) ©

II. Impact of COVID-19(World & Japan)

When do you expect tourism demand for your destination will start to recover?



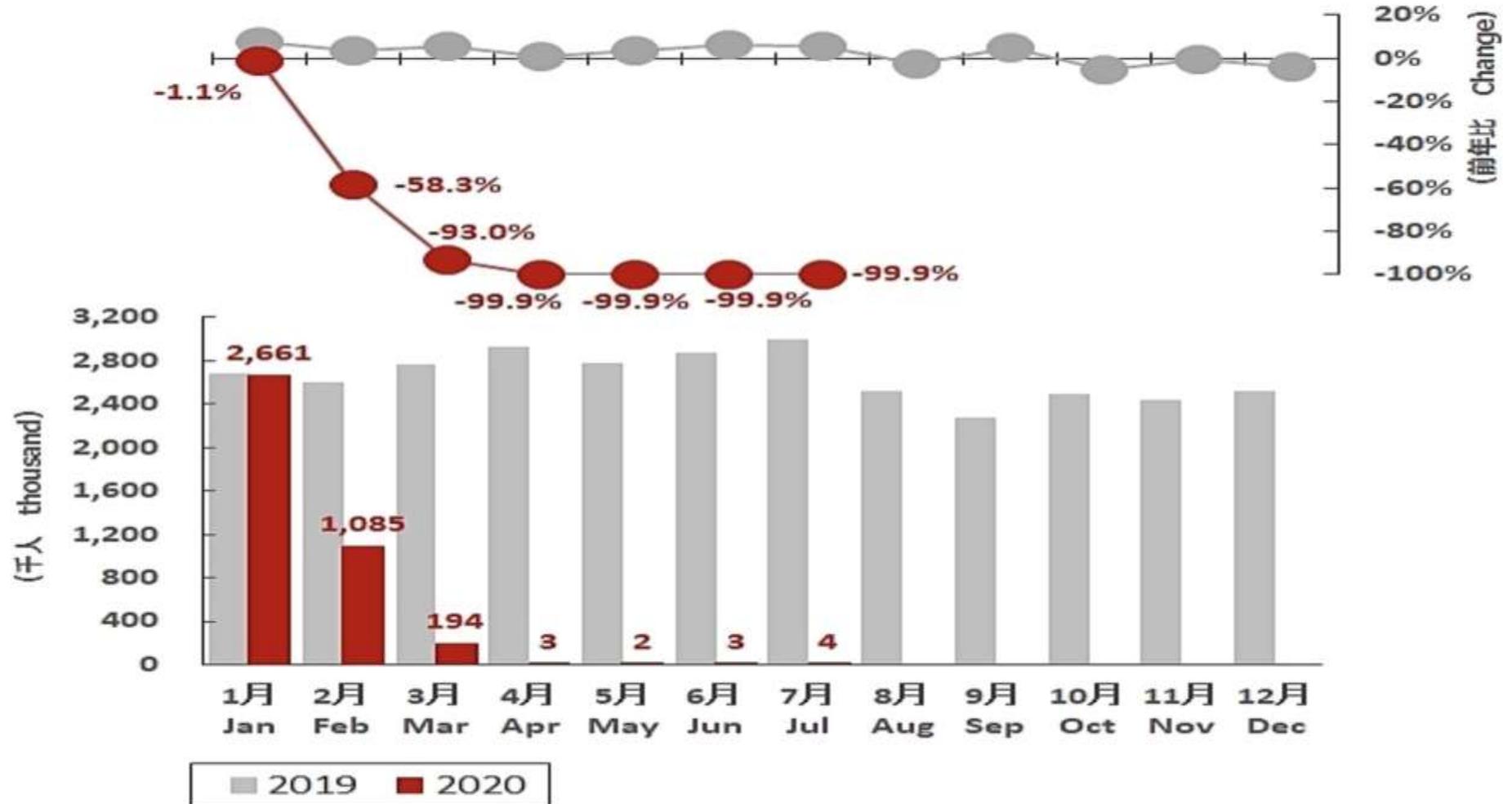
II. Impact of COVID-19(World & Japan)

訪日外国人数 2020年版



Visitor Arrivals to Japan in 2020

www.TravelVoice.jp



III. Tourism- The New Normal (Domestic & Int'l)

Important notice for preventing COVID-19 outbreaks.

Avoid the "Three Cs"!

1. **Closed spaces** with poor ventilation.

2. **Crowded places** with many people nearby.

3. **Close-contact settings** such as close-range conversations.



One of the key measures against COVID-19 is to prevent occurrence of clusters. Keep these "Three Cs" from overlapping in daily life.



[3 essentials of prevention]

☆ REMOTE-WORK

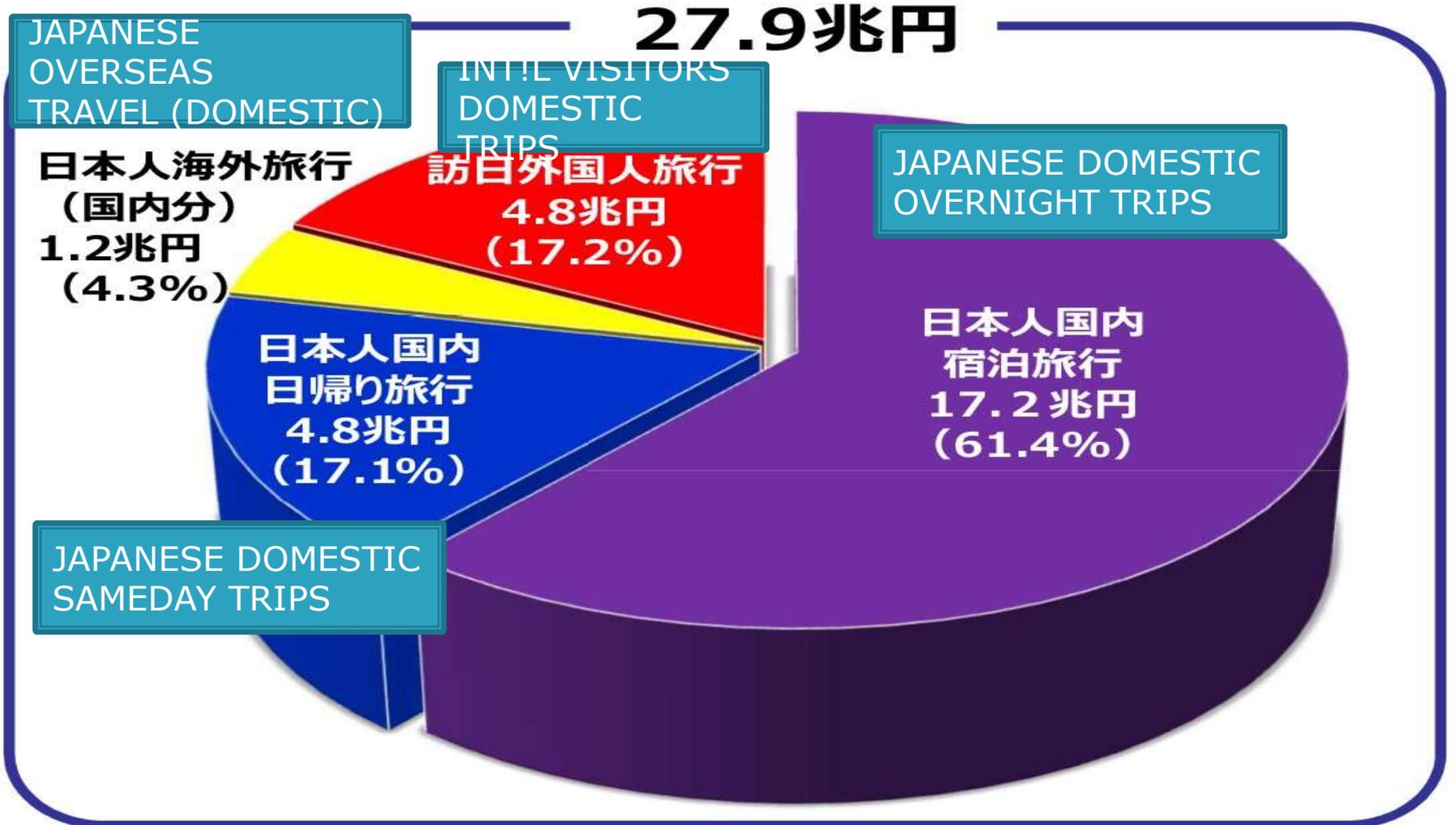
☆ WORKATION

< Change of Tour Type >
(short-term&short-distance travels)

- GROUP ➡ FIT
- Excursion ➡ Long Stay
- Tours by Bus/Train
➡ Driving car / Riding bicycle
- City tour ➡ Ecotourism/
Green tourism

III. Tourism- The New Normal(Domestic & Int'l)

1) DOMESTIC TOURISM CONSUMPTION (2019 : 27.9 Trillion Yen)



US1.00 = ¥105 (approx.)

1) DOMESTIC TOURISM

☆[GO TO TRAVEL CAMPAIGN] domestic travel recovery campaign to boost the domestic travel market

(excludes travels from/to Tokyo due to an increase in COVID-19 in Tokyo)

(The government has budgeted 1,680 billion JPY for 'GO TO Campaign' to boost tourism in Japan, in which 'GO TO TRAVEL' benefits a traveler with a coupon equivalent to half of a product price or up to 20,000 JPY a night through travel agents.[Travel Voice Jun 01, 2020])

☆Online travel boom in Japan.

▪ Online Drinking with GEISHA at Hakone

(classic Japanese culture and entertainment with Geisha)

▪ Cultural Experiences(Origami/Japan's Manga/Meditation)

▪ Japanese Food Experiences(Become Sake master)

III. Tourism- The New Normal (Domestic & Int'l)

2) International (TRAVEL BUBBLE & RESIDENCE TRACK)

- ☆ Starting of 'Travel Bubble' discussions with four countries. (Vietnam, Thailand, Australia and New Zealand with lower COVID-19 infection status) (Jun, 2020)
- ☆ 440 Japanese business travelers fly to Vietnam as the first step of reopening borders (End of June, 2020)
- ☆ talk with 12 designated countries and regions for restart of bilateral travel in East Asia and Southeast Asia (Jul 27, 2020).
- ☆ "Residence Track" : Starting in September 08, such as Taiwan, Malaysia, Laos, Cambodia, Myanmar after Vietnam & Thailand.
- ☆ Postponing of the Tokyo Olympics and Paralympics until 2021.

IV. Tourism Promotion in Japan & Regional Cooperation-NEA& The Pacific

**JNTO's a three-steps roadmap to revive the inbound travel market. .
(Travel Voice: July10,2020)**

STEP 1 (travel restrictions are still effective both in Japan and the rest of the world)

- 1. Consecutive delivery of information to Japan fans on SNS**
- 2. Delivery of information for B to B on webinars**

STEP 2 (reopening of domestic travel both in Japan and the rest of the world, and entry restrictions into Japan are lifted step by step)

- 3. Delivery of safe and security information**
- 4. Support local DMOs in creating products designed for new trends**
- 5. Appealing public images of travel in Japan in accordance with new trends**

STEP 3 (travel restrictions on tourists are lifted worldwide)

- 6. Restart of promotional campaigns with travel companies or airlines**
- 7. Inviting media, foreign travel agents or SNS influencers to Japan**

The Postponed Tokyo Olympics will be a good chance to take advantage of media exposures

IV. Tourism Promotion in Japan & Regional Cooperation-NEA& The Pacific

- 1. To promote Two-way Tourism**
- 2. To exchange Tourist information
including the status of Covid-19**
- 3. To boost development of
human resources**

[Thank you very much for your attention]

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